

## Why should you define your audience?

A successful event/project fulfills both your needs and your audience's needs. To generate that success, you need to develop a strong relationship between your brand and customers by defining a target audience to work with. While we would like to think our event or project benefits everyone of all ages, the reality would not reflect the ideology. By identifying our audience, we know how to market towards and how to design an advertising campaign around that specific market.

### General Questions

1. What is your event/project about?
2. Whom can you serve best through the event/project?
3. What are your objectives and key results?

### Breakdown of Previous and Potential Customers:

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|--------------|--------------------|
| 1. Gender    | 4. Level of Income |
| 2. Age       | 5. Occupation      |
| 3. Education | 6. Hobbies         |